Amendments to the Claims:

1-20. (Cancelled)

21. (New) A rotary cutting die mountable on a metal cylinder, said rotary cutting die comprising: a rotary die plate having an inner surface and an outer surface, said inner surface of said rotary die plate being magnetically attractable and magnetically mountable on the metal cylinder; and a cutting blade mounted on the outer surface of the rotary die plate, wherein said rotary die plate is formed of a solidified resin having a plurality of magnetic elements therein, said magnetic elements configured to make said inner surface magnetically attractable to the metal cylinder, wherein said rotary die plate is configured such that said rotary cutting die is mountable on the metal cylinder without having to use screws, clamps or other mechanical holding devices.

22. (New) A rotary cutting die as recited in claim 21, wherein said magnetic elements comprise neodymium magnets configured to make said inner surface of said rotary die plate magnetically attractable to the metal cylinder.

23. (New) A rotary cutting die as recited in claim 21, said cutting blade having a cutting edge which extends at least 0.125 inches above an outer surface of the rotary die plate.

24. (New) A rotary cutting die as recited in claim 22, wherein said neodymium magnets are disposed proximate said inner surface.

25. (New) A rotary cutting system comprising: a rotary cutting die having including an inner surface and an outer surface; a metal cylinder, said inner surface of said rotary die plate being magnetically attracted to and magnetically mounted on the metal cylinder; and a cutting blade mounted on the outer surface of the rotary die plate, wherein said rotary die plate is formed of a solidified resin having a plurality of magnetic elements therein, said magnetic elements configured to make said inner surface magnetically attracted to the metal cylinder, wherein said rotary die plate is configured such that said rotary cutting die is mountable on the metal cylinder without having to use screws, clamps or other mechanical holding devices.

26. (New) A rotary cutting system as recited in claim 25, wherein said magnetic elements comprise neodymium magnets configured to make said inner surface of said rotary die plate magnetically attractable to the metal cylinder.

27. (New) A rotary cutting system as recited in claim 25, said cutting blade having a cutting edge which extends at least 0.125 inches above an outer surface of the rotary die plate.

28. (New) A rotary cutting system as recited in claim 26, wherein said neodymium magnets are disposed proximate said inner surface.

29. (New) A rotary cutting system as recited in claim 25, further comprising a magnetic member on said metal cylinder, in contact with said rotary cutting die, said magnetic member configured to reduce creeping of said rotary cutting die along said metal cylinder while said cutting blade is cutting during rotation of said metal cylinder.

30. (New) A method of mounting a rotary cutting die on a metal cylinder, said method comprising: providing a rotary cutting die which includes a rotary die plate having an inner surface and an outer surface, said inner surface of said rotary die plate being magnetically attractable and magnetically mountable on the metal cylinder; and a cutting blade mounted on the outer surface of the rotary die plate, wherein said rotary die plate is formed of a solidified resin having a plurality of magnetic elements therein, said magnetic elements configured to make said inner surface magnetically attractable to the metal cylinder, wherein said rotary die plate is configured such that said rotary cutting die is mountable on the metal cylinder without having to use screws, clamps or other mechanical holding devices; and bringing the inner surface of said rotary cutting die in close enough proximity to said metal cylinder such that the magnetic elements in said rotary cutting die attract to said metal cylinder and said rotary cutting die becomes magnetically mounted thereon.

31. (New) A method as recited in claim 30, further comprising magnetically mounting a magnetic member on said metal cylinder against said die plate, said magnetic member tending to prevent the rotary cutting die from creeping along the metal cylinder.